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SERVICE

USDA'S REPORT TO CONSUMERS

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CURRENT SERIAL RECORDS

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IT'S THE LEAN SCENE

Changing Signals at the Supermarket. Today's homemaker has a different pattern of buying than her grandmother did. She chooses lighter foods for breakfast and leaner meats for dinner. It's a trend that has been going on since 1900, according to the U. S. Department of Agriculture. The way we shop is only one of the changes in eating and cooking habits. Eight out of ten U. S. consumers today are city dwellers--and their needs are different than when they lived on a farm, a few decades ago. Americans eat three times as much poultry today as they did in 1900. Statistics show that consumers eat less pork, less lard, and less butter than they did in the early part of the century. A distinct change in the form in which the food reaches our dinner table was reported. The new ready-to-serve, pre-cooked and instant foods are the most obvious examples of the change.

ON THE TOWN

"Eating Out Tonight?" This question is now echoed in homes from coast to coast. "Away-from-home" eating is a fast growing market for food according to the U. S. Department of Agriculture reports. The food service industry--accounting for an estimated \$28 billion--is a major outlet for the food produced by our nation's farms. The first part of a cooperative survey by the food industry and the USDA shows that the food service industry is a major employer of labor. Nearly 3.3 million persons (including part-time workers) are employed in the food service industry during an average week.

VACATION BOUND?

Add Science to the Scenery. Headed to Wisconsin's land of sky blue waters and deep green forests this summer? Pause long enough to see the vast potential of forest products...witness the processes of research and development. Take the tour through the modern Forest Products Laboratory, located in Madison, Wisconsin, and operated by the Forest Service of the U. S. Department of Agriculture. Visitors are welcome to the daily guided tour. August is one of the most popular months for visitors. During 1967, more than 12,000 were hosted at the laboratory.



A NEW APPROACH

Program Aides...and Progress. How do I get on the Food Stamp Program? This is a question often asked. A new way to reach the people eligible for the program is being tested and evaluated by the U. S. Department of Agriculture. "Program Aides" go right into the homes--visit households that may be eligible to receive food stamps, but who for some reason are not participating. The aides help to dispel misinformation and distrust within the entire community. The pilot study was first made in three counties in Mississippi. Since that time the program aides have worked in other areas in Mississippi, as well as counties in Maryland, New Mexico, and Louisiana. Person-to-person contact, so far, has proved effective, the USDA reports. A 25 percent increase in food stamp participation was noted in the first six month period.

FAMILY SPENDING PLAN

It's How You Spend It That Counts! What you earn is one part--but how you spend your money is just as important. A revised and updated research report published by the U. S. Department of Agriculture called "Helping Families Manage Their Finances" is now available. All phases of money management from expenditure patterns of other families to estimating funds available for spending are included in this publication. Plans for organizing a home office center as well as keeping accounts and records are offered. True cost of consumer credit and calculating installment credit costs are also highlighted. Prepared by the Agricultural Research Service of the USDA, the book is available for 40 cents by writing to the Superintendent of Documents, Government Printing Office, Washington, D. C. 20402. Please include your zipcode.

A PEEK IN THE FUTURE

New Siding for Home Builders. "Solar-groove" may sound like the latest record album but it's actually a new type of wood siding for home building being studied by the Forest Products Laboratory, U. S. Department of Agriculture. The theory is simple. Reflecting surfaces face the sun in summer to reflect heat away from the house, helping to cool it. In the winter, absorbing surfaces face the sun, absorbing the heat to warm the home and reduce the fuel bill. The siding consists of a series of V-shaped grooves machined in such a manner that the bottom surface faces the sun in summer while the upper surface faces it in winter. The bottom of the groove is painted with a reflecting coating and the upper surface with one that absorbs heat. Also being evaluated are such factors as potential dollars and cents savings in heating and air conditioning, and consumer acceptance. The Forest Products Laboratory thus continues its objective--"to extend the usefulness of wood for the benefit of man."

SUMMER BOUNTY

Best Food Buys For August. The fruit bowl should be laden with plums, bartlett pears, watermelons and cantaloupes this month. End-of-the-season vacationers will find fresh fruit the perfect light dessert. Summer vegetables, onions, turkeys, wheat products, peanuts and peanut butter are also listed in the U.S. Department of Agriculture's list of plentiful. Turkey, a year 'round favorite will be widely used in connection with August promotions of National Sandwich month.

PREVENTION RATHER THAN CURE

It's That Time of Year. August by the sea is great. But the closed up rooms back home may be producing a less happy situation. If your house is closed for any length of time molds that cause mildew can use the warm, muggy atmosphere to develop. Molds form most often on cotton, linen, rayon, silk, wool, leather, wood and paper--but man-made fibers usually are resistant to mildew. Molds that cause mildew flourish wherever it is damp, warm, poorly aired, and/or poorly lighted. Watch your shower curtains, draperies, or rugs in basement recreation rooms. Don't roll damp clothes up for ironing and let them set. How to get rid of dampness, how to remove mildew and how to treat special surfaces are all included in the H&G Bulletin No. 68 entitled "How to Prevent and Remove Mildew...Home Methods" from the U. S. Government Printing Office, Superintendent of Documents, Washington, D. C. 20402 for ten cents.

LONG HAIR FOR YOUR LAWN

How-To-Clip-A-Lawn. Poor lawn? Maybe you clip it too close. Close clipping with the mower is a common cause of poor lawns, according to the U. S. Department of Agriculture plant specialists. This is especially true in warm climates where the hot rays of the sun fall directly on the crowns of the plants. In cool regions, the grass may be clipped down to one inch, but in warm areas 1.5 or 2 inches is better. A mixture of clover also helps to shade the crowns of bluegrass. Frequently it is wise to leave the old clippings on the lawn because they help to maintain organic matter and nutrients in the surface soil. Heavy clippings from infrequent mowings, however, should be removed to the compost pile and not left to smother the grass.

IT'S IN RESEARCH

Sweet Corn To Be Sweeter. Some folks say "corn isn't as sweet as it used to be." Without arguing the point, a new method to enhance the eating qualities and shelf-life of fresh corn may be in use in the near future. It is being developed by scientists at the U. S. Department of Agriculture. Present commercial sweet corn hybrids lose quality during post harvest handling by transforming most of their sugar into insoluble (non-sweet) carbohydrates before the corn gets to the market. By breeding sweet corn varieties that contain more sugar initially, the loss of sweetness is not so evident. In experiments the higher sugar content was still evident after seven days of storage. The next step is to produce sturdier plants that will stay in their prime stage longer and have high yielding ability. It would be good news for the consumer who likes it sweet.

EVERYONE CARES

Yes, There Will Be Meat Tomorrow. Despite the sometimes bleak view of meatless meals for the future, international researchers are working toward insuring a continuing supply of meat, according to U. S. Department of Agriculture scientists. Livestock can thrive on roughages and wastes, including some we have not begun to exploit--like feathers and newspapers, according to experiments reported by Pennsylvania State University College of Agriculture. The Second World Conference on Animal Production met in July at the University of Maryland, College Park, Md., to work on international efforts to improve livestock efficiency. Topics discussed included developing new and improved meat, milk and egg products to reduce costs, improve quality and extend variety.

GOVERNMENT HELP, SELF HELP

Working For Their Water. Water power started with man power recently in the remote California desert town of Allensworth. Every man and boy over 16 contributed labor toward augmenting their outmoded and contaminated water system. With financial help from the U. S. Department of Agriculture's Farmers Home Administration, the men of the town dug the ditches and laid the pipes to provide the community with a modern water supply. The farm community's previous inadequate source of water was not only short of the town's needs but the well was also found to have dangerous amounts of arsenic in the walls. Now the citizens have fresh water...and fresh hope for the future.

WISE FOOD SELECTION

Reach and Teach. A Food-For-People-For-Health program concept to promote nutrition knowledge is part of the continuing program of the U. S. Department of Agriculture. Nutrition education depends on communication--by word, deed, example, and motivation, according to researchers at the USDA. Basic concepts as developed by the Inter-agency Committee on Nutrition Education are:

1. Nutrition is the food you eat and how your body uses it.
2. Food is made up of different nutrients needed for growth and health.
3. All persons, throughout life, have need for the same nutrients, but in varying amounts..
4. The way food is handled influences the amount of nutrients in food, its safety, appearance and taste.

Club groups, service organizations, news, radio and TV are all being encouraged to use the USDA materials and information to further the program on educational nutrition--to reach and teach for better health.

WORDS FOR WEIGHT WATCHERS.

New Aid for Weight Control. "Beat the Calorie Count"--eat less food to force your body to draw energy from its stored fat; increase your activity to burn up calories; or do both; eat less, exercise more. A handy new pocket size publication "Calories and Weight" prepared by the Consumer and Food Economics Research Division of the U. S. Department of Agriculture, offers many suggestions for weight control. One point to remember, the booklet warns, is that for every 3,500 extra calories you eat and do not use, you gain about one pound of weight. "Calories and Weight" H&G Bulletin 153 is available from the Superintendent of Documents, U. S. Government Printing Office, Washington, D.C. 20402. Price 25 cents.

For information about items in this issue, write Shirley E. Wagener, Editor, SERVICE, U. S. Department of Agriculture, Office of Information, Special Reports Division, Washington, D. C. 20250.